

MS-11

**Management Programme (MP) /
Master of Business Administration (Banking & Finance) (MPB)**

**ASSIGNMENT
for
January 2026 and July 2026 Sessions**

**(Last date of submission for January 2026 session is 30th April, 2026
and for July 2026 sessions is 31st October, 2026)**

MS-11: Strategic Management



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068**

ASSIGNMENT

Course Code	:	MS-11
Course Title	:	Strategic Management
Assignment Code	:	MS-11/TMA/JAN/2026
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2026 session is 30th April, 2026 and for July 2026 session is 31st October, 2026.

1. Perform a PESTEL analysis for an organization of your choice. Determine the most important external factors that impact the sector and explain their influence on strategic decision-making.
2. What is the essence of strategy? Explain the factors that help in decision making when formulating a strategy. Illustrate with the help of examples.
3. Identify two organizations of your choice and explain the hierarchy related to the strategic intent.
4. Choose a diversified corporation and assess the portfolio using the BCG matrix and analyze the strategic soundness of the current resource distribution among SBUs.
5. Discuss the role of leadership in increasing the productivity of an organization. Illustrate with the help of examples.